

Message Text

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ORIGIN COME-00

INFO OCT-01 ARA-14 EUR-12 ISO-00 SIG-02 CIAE-00 EB-08
INR-10 LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 /069 R

DRAFTED BY COM:OED:BED:STANHAYS:JW
APPROVED BY EB/OCA/CM/JJREILLY
COM:OED:BED:JAMILLER
COM:OED:BED:GCLAUSEN
COM:OED:BED:MEFREEMAN
COM:BDC:G.DELGADO
COM-USTS:TSEBASTIANO
COM:BED:OIM:TBREWER
STATE:EC:OBA:S.HARRIS
A/ECP/WSKOK

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P 140010Z PEB 78
FM SECSTATE WASHDC
TO ALL AMERICAN REPUBLIC DIPLOMATIC POSTS PRIORITY
AMCONSUL BARRANQUILLA
AMCONSUL BELEM
AMCONSUL BELIZE
AMCONSUL CALI
AMCONSUL CURACAO
AMCONSUL GUADALAJARA
AMCONSUL GUAYAQUIL
AMCONSUL HAMILTON
AMCONSUL HERMOSILLO
AMCONSUL MARACAIBO
AMCONSUL MARTINIQUE
AMCONSUL MAZATLAN
AMCONSUL MEDELLIN
AMCONSUL MERIDA
AMCONSUL MONTERREY
AMCONSUL PORTO ALEGRE
AMCONSUL RECIFE
AMCONSUL RIO DE JANIERO
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AMEMBASSY SAN SALVADOR
AMCONSUL SAO PAULO
AMCONSUL TIJUANA
XMT AMEMBASSY ASUNCION
USINT HAVANA
AMEMBASSY MONTEVIDEO
AMEMBASSY PORT OF SPAIN
AMEMBASSY SAN JOSE

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E.O. 11652: N/A

TAGS: BEXP, BTRA, XL, XK, XM, XR

SUBJECT:FOREIGN BUYER PROGRAM:(FBP): PROMOTION OF LATIN AMERICAN BUSINESS ATTENDANCE TO EXPO PESCA PAN AMERICANA, PUERTO RICO, APRIL 5-8, 1978

REF: A) STATE A-4334, OCTOBER 18, 1977, B) USDOC 07367, APRIL 23, 1977

SUMMARY: RECENT EVENTS AND STUDIES POINT TO THE TIMELINESS AND FUTURE POTENTIAL BENEFITS OF DEVELOPING THE LATIN AMERICA MARKET FOR COMMERCIAL FISHING EQUIPMENT BY THE UNITED STATES. COMPETITOR NATIONS ARE PRESENTLY MAKING A CONCERTED EFFORT TO BECOME FIRMLY ESTABLISHED IN THIS RAPIDLY GROWING MARKET WHICH, ALREADY THREE TIMES THAT OF THE U.S., WILL GROW DRAMATICALLY IN THE NEXT DECADE. GOVERNMENT SPONSORED PROGRAMS LED BY MEXICO'S BILLION DOLLAR FISHERIES DEVELOPMENT PLAN, ARE SPRINGING UP THROUGHOUT LATIN AMERICA.

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EXPO PESCA PAN AMERICANA, TO BE HELD AT THE ROBERTO CLEMENTE COLISEUM, APRIL 5-8, 1978 IN SAN JUAN, PUERTO RICO, IS SPECIFICALLY TAILORED TO THE NEEDS OF THE LATIN AMERICAN COMMERCIAL FISHERIES AND PROVIDES A UNIQUE OPPORTUNITY FOR

U.S. MANUFACTURERS TO TAP THIS IMPORTANT MARKET. THE SHOW PRODUCER, NATIONAL FISHERMAN EXPOSITIONS, CAMDEN, MAINE, IS HOPEFUL OF HOLDING THE SHOW EVERY TWO YEARS IN ORDER TO KEEP LATIN AMERICA APACE WITH INDUSTRY DEVELOPMENTS ON A CONTINUING BASIS. A SUCCESSFUL FIRST SHOW IS THEREFORE MOST IMPORTANT. BOTH STATE AND COMMERCE ARE BEHIND THIS PRIVATE SECTOR EFFORT AND URGE POSTS TO GIVE IT APPROPRIATE PRIORITY. END SUMMARY.

1. EXPO PESCA WILL FEATURE OVER ONE HUNDRED EXHIBITS OF THE LATEST EQUIPMENT FOR THE HARVESTING AND PROCESSING OF SEA FOOD, INCLUDING A WIDE VARIETY OF AUXILIARY AND PROPULSION ENGINES; ELECTRONIC EQUIPMENT (COMMUNICATIONS NAVIGATION AND FISH FINDING). PROCESSING, PACKAGING, FREEZING AND REFRIGERATION EQUIPMENT; NETS, DECK GEAR, CLOTHING, SAFETY AND SURVIVAL GEAR; PUMPS, MATERIALS, PARTS AND MARINE SUPPLIES AND MANY OTHERS. BOAT BUILDER REPRESENTATIVES WILL BE PRESENT. AN FBP EXHIBITORS LIST, GIVING A MORE DETAILED DESCRIPTION OF PRODUCTS, EQUIPMENT AND SUPPLIES, AS WELL AS U.S. FIRMS SEEKING REPRESENTATION IN LATIN AMERICA, WILL BE FORWARDED TO POSTS SHORTLY. SHOW ORGANIZERS ARE ARRANGING FOR TOURS

OF TUNA PROCESSING FACILITY IN PUERTO RICO.

2. A FULL RANGE OF SEMINARS AND TECHNICAL SESSIONS WILL BE PRESENTED BY RECOGNIZED INDUSTRY EXPERTS THROUGHOUT THE DURATION OF EXPO PESCA. DISCUSSIONS WILL FOCUS ON TECHNICAL PROBLEMS OF INTEREST TO THE LATIN AMERICAN FISHERIES INDUSTRY WITH PARTICULAR EMPHASIS ON PROBLEMS OF EXPANDING AND IMPROVING NATIONAL SEA FOOD HARVESTING AND PROCESSING CAPABILITIES. THE PROGRAM, WHICH WILL BE UNCLASSIFIED

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IN SPANISH OR WITH LANGUAGE ASSISTANCE, WILL CONSIST OF SOME THIRTY TECHNICAL SESSIONS BROKEN DOWN INTO FIVE MAJOR CATEGORIES - VESSELS AND GEAR; RESEARCH AND ASSESSMENT; TRAINING AND DEVELOPMENT; AQUICULTURE; AND PROCESSING AND MARKETING. AMONG THE TOPICS FOR SESSIONS ARE: ELECTRONICS FOR NAVIGATION, COMMUNICATIONS AND FISH FINDING; VESSEL DESIGN AND CONSTRUCTION; SHIPBOARD HYDRAULIC SYSTEMS; FISHING GEAR CONSTRUCTION AND COSTS; TRAINING OF FISHERIES PERSONNEL; FISHERIES DEVELOPMENT; FAO ASSISTANCE; PROCESSING TECHNOLOGY AND ORGANIZING MARKETING COOPERATIVES.

3. POSTS HAVE PREVIOUSLY PROVIDED USDOC WITH NAMES OF LEADING GOVERNMENT AND PRIVATE FISHERIES OFFICIALS IN RESPONSE TO REFTEL B. SHOW PROMOTIONAL BROCHURES IN ENGLISH, SPANISH AND PORTUGUESE HAVE ALSO BEEN DISTRIBUTED

TO MOST POSTS IN RESPONSES TO REFAIR A. INVITATIONS HAVE BEEN SENT OUT FROM THE SHOW PRODUCER THROUGH INTERNATIONAL MAIL TO ALL OFFICIALS PROVIDED BY POSTS. HOWEVER, IN VIEW OF SMALL NUMBER OF PRE-REGISTRATIONS RECEIVED TO DATE, THERE IS A STRONG POSSIBILITY THE INVITATION, WITH PROMOTIONAL BROCHURE, DID NOT REACH ADDRESSEES.

4. SHOW PRODUCER INDICATES COMPLIMENTARY ADMISSION TICKETS WILL BE MADE AVAILABLE IN QUANTITY TO POSTS FOR THE PURPOSE OF DISTRIBUTION TO POTENTIAL FISHERIES ATTENDEES AT THE SHOW. EXPO PESCA WILL ALSO HAVE AN INTERNATIONAL BUSINESS CENTER (IBC), MANNED BY PROFESSIONALS TO ASSIST BUSINESS VISITORS IN ACCOMPLISHING BUSINESS OBJECTIVES. INTERPRETER ASSISTANCE AND AMENITIES WILL BE AVAILABLE AT THE IBC. PUERTO RICO'S UNCLASSIFIED

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LARGE BILINGUAL POPULATION WILL SERVE TO MINIMIZE LANGUAGE DIFFICULTIES. HOTEL REGISTRATION FORMS AND INFORMATION WILL BE FORWARDED WITH OTHER LITERATURE SOONEST. SEVERAL SAN JUAN HOTELS WILL OFFER SPECIAL LOW

RATES TO EXPO PESCA VISITORS AND EXHIBITORS.

5. ACTION REQUESTED: IN VIEW OF THE POTENTIALLY
IMPORTANT IMPACT SHOW COULD HAVE ON FUTURE DEVELOPMENT OF
LATIN AMERICAN COMMERCIAL FISHERIES MARKET BY THE U.S.,
POSTS ARE URGED TO: (A) FOLLOW-UP ON INVITATIONS SENT TO
INDIVIDUALS PROVIDED BY POSTS IN RESPONSE TO REFTEL B,
WITH RENEWED EFFORT TO PROMOTE ATTENDANCE OF TOP
FISHERIES INDUSTRY DECISION MAKERS. (B) ADVISE USDOC
ATTN: FBP SOONEST OF ADDITIONAL SHOW LITERATURE
REQUIREMENTS, INCLUDING MULTILANGUAGES BROCHURES AND
NUMBER OF COMPLIMENTARY SHOW TICKETS POST CAN UTILIZE.
(C) ANY OTHER ACTIONS TO ENHANCE BUSINESS ATTENDANCE AT
THE SHOW AS JUDGED APPROPRIATE BY POSTS WILL BE
APPRECIATED. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 02 sep 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE038124
Document Source: ADS
Document Unique ID: 00
Drafter: COM:OED:BED:STANHAYS:JW
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Expiration:
Film Number: n/a
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1978/newtext/t197802117/baaabecm.tel
Line Count: 181
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE
Message ID: d1d221cf-c288-dd11-92da-001cc4696bcc
Office: n/a
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) STATE A-4334, OCTOBER 18, 1977, B) USDOC 07367, APRIL 23, 1977
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 01 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3467684
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM:(FBP): PROMOTION OF LATIN AMERICAN BUSINESS ATTENDANCE TO EXPO PESCA PAN AMERICANA, PUERTO RICO, APRIL 5-8, 1978
TAGS: BEXP, BTRA, XL, XK, XM, XR
To: ALL AMERICAN REPUBLIC DIPLOMATIC POSTS BARRANQUILLA MULTIPLE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/d1d221cf-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014